

OUTREACH PRESENTATION GUIDE



Looking for help motivating middle and high school students to study hard and get good grades? Wish you had someone to guide you and your students through the maze of student financial aid? Want to direct adult students to higher education?

The Kentucky Higher Education Assistance Authority (KHEAA) and The Student Loan People can help!

KHEAA is the state government agency created to improve access to college and technical school by guaranteeing student loans, providing student financial aid, and distributing information about college opportunities. The Student Loan PeopleSM are the state's lowest-cost provider of student loans. The two organizations have combined efforts to positively impact the college-going population.

Many of our presentations are aligned with the Kentucky Department of Education's Core Content for Assessment of Practical Living/Vocational Studies.

Our outreach counselors are available year-round to provide free college planning and financial aid assistance. We gladly offer our services for your use at:

- Financial aid nights
- Career fairs
- College nights
- Adult education programs
- KEES workshops
- FAFSA workshops
 - including line-by-line instructions for completing the FAFSA on the Web
- PTA meetings

To schedule a visit to your school, community event, or center, contact your regional outreach counselor or call toll-free 1.800.928.8926, extension 7377.

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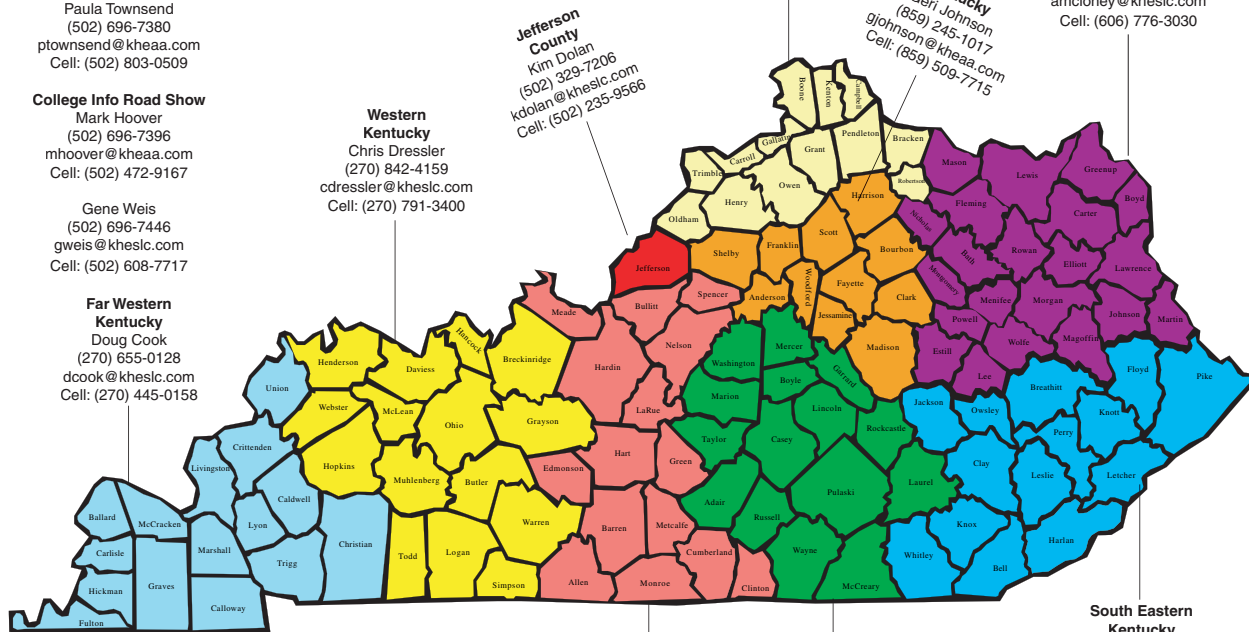
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Your Map to College (7th, 8th, and 9th grade edition)

Purpose: This workshop encourages middle school students and freshmen to study hard, get good grades, and set their sights on education after high school. Students will learn the benefits of getting a higher education, what they can do to prepare for their futures, and how to earn scholarship funds to help pay for college or technical school.



Audience: Kentucky students in the 7th, 8th, and 9th grades

Topics covered include:

- Becoming familiar with KHEAA and The Student Loan People
- Checking out **GoHigherKY.org**, a single point of information for students, parents, counselors, and others
- Comparing median earnings based on education level
- Discovering the top Kentucky occupations by salary
- Learning other benefits of higher education
- Calculating the grade point average (GPA)
- Understanding the Kentucky Educational Excellence Scholarship (KEES) program and its use

Aligned with the Kentucky Department of Education's Core Content for Assessment of Practical Living/Vocational Studies.

Time Frame: About 25-35 minutes

How to Handle Your Future (high school sophomore/junior edition)

Purpose: This session introduces students to free college planning materials and services. Participants will learn the benefits of getting a higher education, be introduced to state and federal financial aid programs and terms, and become familiar with Kentucky's borrower benefits.

Aligned with the Kentucky Department of Education's Core Content for Assessment of Practical Living/Vocational Studies.

Time Frame: About 45 minutes

Audience: High school sophomores and juniors

In addition to topics covered in the middle school session, topics covered include:

- Accessing free college planning information and student financial aid resources
- Understanding need-based and merit-based financial aid
- Learning the types of financial aid available, including grants, scholarships, work-study, and loans
- Exploring the sources of financial aid, including federal and state government, KHEAA/The Student Loan People, school-based, and private aid
- Researching federal and state financial aid programs, including the College Access Program (CAP) Grant and the Kentucky Tuition Program Grant (KTG)
- Using the Kentucky Educational Excellence Scholarship (KEES) to pay for college or technical training
- Visiting online sites for additional information



Paying for College 101 (high school senior and parent editions)

For seniors

Purpose: This workshop provides high school seniors with the detailed information they need to apply for student financial aid. Students will learn about the financial aid process, discovering when and how to apply for state and federal funds. Options for filling the gap if traditional financial aid does not meet their need will be discussed, and common application mistakes, financial aid blunders, and other information will be covered.

Audience: High school seniors

In addition to topics covered in the high school sophomore/junior session, topics covered include:

- Learning the formula that determines financial need
- Breaking down a school's cost of attendance
- Understanding the Expected Family Contribution (EFC)
- Completing the Free Application for Federal Student Aid (FAFSA) form
- Comparing financial aid application filing methods
- Reviewing student loan choices

Time Frame: About 1 hour

For parents and students

Purpose: This workshop is designed to help high school seniors and/or their parents understand the nuts and bolts of the financial aid application process. Participants will walk through a detailed case study of how a college financial aid package is put together and will learn the methods used to award aid.

Audience: Parents and high school seniors

In addition to topics covered in the high school senior session, topics covered include:

- Building a financial aid package, award by award
- Comparing costs and financial aid awards at a community college, a 4-year public university, and a 4-year private school

Time Frame:

About 1½
– 1½ hours



Aligned with the Kentucky Department of Education's Core Content for Assessment of Practical Living/Vocational Studies.

Paying for College 101 (adults returning to school edition)



Purpose: Nontraditional students interested in higher education are targeted in this session. Participants will learn the nuts and bolts of the financial aid application process. They will walk through a detailed case study of how a college financial aid package is put together and will learn the methods used to award aid.

Audience: Adults interested in pursuing higher education

In addition to topics covered in the student/parent session, topics covered include:

- Walking through a specific case study of an adult, independent student

Time Frame: About 1¼ – 1½ hours

It's Money Baby (financial literacy)

Purpose: This workshop is designed to teach students about financial matters, helping them to make wise decisions about matters that affect their credit.

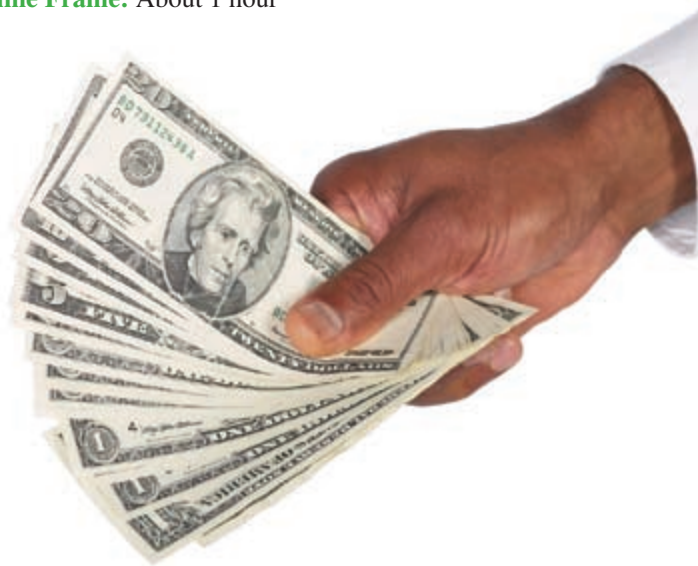
Audience: High school students and adults

Topics covered include:

- **Cash Basics:** Knowing how and when students get money and where they spend it
- **Money Plans:** Using a budget as a tool for tracking money made compared with money spent, developing plans to reach financial goals, and learning the importance of savings
- **Banking:** Choosing a bank or credit union and opening accounts
- **Balancing:** Learning to balance a checkbook and understanding compounding interest and the Rule of 72
- **Cell Phones:** Avoiding outrageous bills, choosing cell carrier and picking the right plan
- **Insurance:** Understanding auto, health, renters/ homeowners and other insurance options
- **Credit Cards:** Paying off debt, comparing offers and reading the fine print
- **College Money:** Investing in the future with a college degree and understanding sources of student financial aid

- **Credit Scores:** Understanding your credit rights and responsibilities and avoiding identity theft

Time Frame: About 1 hour



Aligned with the Kentucky Department of Education's Core Content for Assessment of Practical Living/Vocational Studies.

Go Higher Kentucky: Plan, Choose, Apply

Purpose: Students of all ages will find everything they need to plan, choose, and apply for higher education at **GoHigherKY.org**. This session provides users with information on how to create a free MyGoHigher account and gives them an overview of each of the site's modules.

Audiences:

- Middle and high school students and adults interested in returning to school

Topics covered include:

- **Plan for College:** Prepare for College, Student Planner, Planner Timeline, Getting Admitted, Testing, Transfer Students, Add Your Counselor
- **Select a School:** List of Schools, Types of Schools, Comparative View, Campus Tours, Matching Assistant, Distance Search, GoHigher Search
- **Apps & Transcripts:** Personal Application Manager
*Coming Soon: Electronic Transcript Functions
- **Paying for College:** Financial Aid Overview, Scholarship Search, FAFSA Transfer, PAIS/EFC Calculator, SLOPE Calculator, Additional Resources, Financial Aid FAQs, Kentucky's 529 College Saving Plans
- **Career Center:** Career Information, Career Self-Assessment, Career Matching Assistant, Links to Career Resources, MyGoHigher Careers, Resumé Builder

- **Adult Education:** Adult Education and GED, Going to College, Career Information for Adults
- **Distance Learning:** Adult Education and GED
- **My GoHigher:** Applications, Colleges, E-Mail, Profile, Recruiter, Events, Careers, Student Planner, Output

Aligned with the Kentucky Department of Education's Core Content for Assessment of Practical Living/Vocational Studies.

Time Frame:

About 1¼ – 1½ hours



Train the Trainer

Purpose: This session is designed to provide an overview of the free publications, programs, and services available from KHEAA and The Student Loan People.

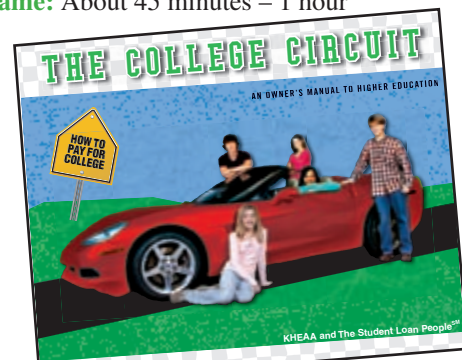
Audience: Guidance counselors, adult education providers, 4-H extension agents, community-based services staff, social workers, church officers, and others interested in helping students plan and pay for higher education.

Topics covered include:

- Becoming familiar with KHEAA and The Student Loan People
- Checking out **GoHigherKy.org**, a single point of information for students, parents, counselors, and others
- Receiving a basic overview of the student financial aid process
- Learning about KHEAA programs including: College Access Program (CAP) Grant, Kentucky Tuition Grant (KTG), Kentucky Educational Excellence Scholarship (KEES), Osteopathic Medicine Scholarship, Teacher Scholarship, KHEAA Work-Study, Kentucky Education Savings Plan Trust, Robert C. Byrd Scholarship

- Discovering free resource materials including: *Getting Started* (for high school freshmen); *Getting Set* (for high school sophomores); *Getting Ready* (for high school juniors); *Getting In* (for high school seniors); *Affording Higher Education*; *Adults Returning to School*; *The College Circuit*; *I Can Go to College, Too!* (coloring book)
- Exploring KHEAA outreach programs including: Regional Outreach, College Info Road Show (mobile classroom)
- Utilizing Kentucky's Borrower Benefits: BestStart (for Stafford Loan borrowers), BestGrad (for graduate level and above borrowers), BestPLUS (for parent borrowers), Best in Class (for teachers, counselors, and librarians), Best in Care (for nurses), Best in Law (for public service attorneys)

Time Frame: About 45 minutes – 1 hour



College Info Road Show (mobile classroom)

Purpose: Sessions onboard the mobile outreach unit are designed to provide a brief overview of student financial aid programs and services. Visitors are given the opportunity to create an account on **GoHigherKY.org** and can access helpful online resources for career assessments, scholarship searches, KHEAA account information, and more.

Audience: Middle and high school students, adults returning to school, and others interested in student financial aid opportunities. *The College Info Road Show can accommodate up to 10 visitors at a time.*

In addition to topics covered in the high school senior session, topics covered include:

- Creating a personal GoHigherKy.org account for each student
- Satellite Internet connection for researching helpful web sites

Aligned with the Kentucky Department of Education's Core Content for Assessment of Practical Living/Vocational Studies.

Time Frame: About 20-30 minutes per session



Offices in Frankfort and Louisville
800.928.8926, ext. 7377
kheaa.com

KHEAA and The Student Loan People are Equal Opportunity Employers.
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LEAN ON US, FROM CLASS TO CAREER.



Kentucky's trusted source for grants, scholarships and loans.